

IN THE CLAIMS:

Please amend the claims as follows:

1. (CANCELLED)

2. (CANCELLED)

Please add the following new claims:

3. (NEW) An electronic Process which allows printable coupons to be provided online through a Website for fundraising by a Cause, said Cause being one of a non-profit organization, a charity organization, or a school , the process comprising the steps of:

displaying, to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause;

printing a coupon with a household ID number of a selected incentive, selected by said Supporter;

identifying the selected Cause via the household ID number associated said printed coupon; and,

generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue.

4. (NEW) The process according to Claim 3, further comprising the steps of:

logging into a database the household ID number of the printed coupon; and,

identifying in the database the Supporter, the selected Cause and a Sponsor of the printed coupon.

5. (NEW) The process according to Claim 4, further comprising the step of:
tracking redemption activity of said printed coupon via said household ID number with respect to the Supporter, the selected Cause and the Sponsor
wherein the step of generating the revenue share is in response to the redemption activity tracking.

6. (NEW) The process according to Claim 3, further comprising the step of:
prior to the generating step, redeeming the printed coupon.

7. (NEW) The process according to Claim 6, wherein the redeeming step includes:
processing the coupon by a redemption facility wherein said redemption facility process includes:
receiving from a retailer the redeemed coupon;
identifying the Sponsor associated the redeemed coupon; and,
generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

8. (NEW) The process according to Claim 7, further comprising the step of:
sending redemption reimbursement from the Sponsor for the redemption facility.

9. (NEW) The process according to Claim 3, further comprising:
maintaining in a database information and reporting regarding all departments,
incentives or remuneration, links, Supporter accounts and redemption information on the
printed coupons.

10. (NEW) The process in accordance with Claim 3, wherein the household ID number is
part of a UCC/EAN extended 128 barcode.

11. (NEW) The process according to Claim 9, wherein the printing step includes:
printing on said coupon said UCC/EAN extended 128 barcode and information related to
a Sponsor's Brand name; an item name; a value of the coupon; disclaimers and modifiers for the
coupon; the origin of the coupon by zip code; and product images.

12. (NEW) The process according to Claim 3, further comprising the step of:
receiving from the Sponsor redemption revenue reimbursement for the Website.

13. (NEW) An electronic Process which allows printable coupons to be provided online through a Website for fundraising by Causes, each Cause being one of a non-profit organization, a charity organization, or a school , the process comprising the steps of:

- (a) displaying online, to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause;
- (b) printing a coupon with an indigenous tracking code of a selected incentive, selected by said Supporter;
- (c) tracking redemption activity of said printed coupon;
- (d) in response to step (c), generating a revenue share shared with the selected Cause and the Website wherein that portion of the revenue share generated for the selected Cause is fundraising revenue; and,
- (e) repeating steps (a) – (d) for a plurality of Supporters.

14. (NEW) The process according to Claim 13, further comprising the steps of:

- (f) logging into a database a household ID number of said indigenous tracking code of the printed coupon; and,
- (g) identifying in the database the Supporter, the selected Cause and the Sponsor of the printed coupon.

15. (NEW) The process according to Claim 14, wherein the step (c) comprises the step of:

(c1) tracking via said household ID number with respect to the Supporter, the selected Cause and the Sponsor.

16. (NEW) The process according to Claim 15, further comprising the step of:

(f) prior to the tracking step, redeeming the printed coupon.

17. (NEW) The process according to Claim 16, wherein the redeeming step (f) includes:

(f1) processing the coupon by a redemption facility wherein said redemption facility process includes:

- (i) receiving from a retailer the redeemed coupon;
- (ii) identifying the Sponsor associated the redeemed coupon; and,
- (iii) generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

18. (NEW) The process according to Claim 13, further comprising:

maintaining in a database information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the printed coupons.

19. (NEW) The process in accordance with Claim 13, wherein said indigenous tracking code is a UCC/EAN extended 128 barcode.

20. (NEW) The process according to Claim 19, wherein the printing step includes: printing on said coupon said UCC/EAN extended 128 barcode and information related to a Sponsor's Brand; an item name; a value of the coupon; disclaimers and modifiers for the coupon; the origin of the coupon by zip code; and product images.

21. (NEW) The process according to Claim 13, further comprising the step of:
(f) repeating steps (a)-(e) for said Causes.

22. (NEW) The process according to Claim 13, further comprising the step of: receiving from the Sponsor redemption revenue reimbursement for the Website.